

10 February, 2009

Today's Tabloid

PERSONAL NEWS FOR YOU

DRAGONFLY

Presentations About Presentations

FEB 04, 2009 12:13A.M.

Are you looking for ways to enhance the visual aids in your face-to-face and online presentations? Here are two great presentations about presentations.

Using Slides Effectively in Communications **by Nancy Duarte, CEO, Duarte Design**

Bored with bullet points? Cranky about clip art? Learn how to “pimp your slides” to make them better looking and more effective aids for conveying your message. Nancy Duarte really knows her stuff! Duarte Design worked with Al Gore to develop his presentation for *An Inconvenient Truth*.

This presentation is the most recent episode in the Northwest Center for Public Health Practice's Hot Topics in Preparedness series of webcasts. It played to a packed house here at the UW Health Sciences Library and is now available as a recording you can watch from your computer.

See also Duarte's new book, slide:ology, and her blog of the same name.

Roadmap for Creating a Successful Flash Video **by Kami Griffiths, Lori Pottinger, and Colin Carpenter**

This is one of many great resources from TechSoup, an organization dedicated to developing the technological capacity of non-profits. I read about this presentation on the MaintainIT Project blog.

Pottinger and Carpenter work for the International Rivers organization in Berkeley, California. They used Adobe Flash to produce a compelling video using still images, text, and music. The video, *We All Live Downstream*, was runner up in Tech Soup and Adobe's Show Your Impact contest last year.

If you are interesting in producing a similar video for your organization, the presentation and resources linked from this page will help you get started. The first fifteen minutes of the presentation are about how to select images and develop an effective script. In the second fifteen minutes, Carpenter demonstrates the basic mechanics of using Adobe Flash. At about 30 minutes into the presentation, there is a discussion of non-Flash alternatives that can be used to achieve similar effects.

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(Fire)Wallflowers Invited to Dance?

JAN 27, 2009 11:59P.M.

If you work in a hospital library, you probably don't need me to tell you that hospital IT departments frequently block Web 2.0 applications due to concerns about privacy, security, and/or productivity. As a result, hospital librarians have had precious little freedom to experiment with using blogs, wikis, and other social media to improve communication and enhance service. Here is some evidence to suggest that the rules are (just maybe) starting to relax.

- A great many physicians, nurses, pharmacists, healthcare IT specialists, and hospital administrators are bloggers themselves and are no doubt realizing the value of Web 2.0 for professional development and communication. See Medworm for a categorized list of blogs. Life as a Healthcare CIO and the Healthcare IT Guy are two I've been reading lately.
- Physician social networks such as Sermo and Medscape Physician Connect are flourishing.
- On his new blog Found in Cache, Hospital IT Manager Ed Bennett posted an impressive list of hospitals using the social networking tools Facebook, Twitter, and YouTube for marketing and communication. There are 153 hospitals on the list.
- Two weeks ago, surgeons at Henry Ford Hospital in Detroit live tweeted a robotic surgery.

This is all well and good, but what does it mean for you? For advice on negotiating your way around firewalls and blocked content, read this article by Medical Library Association (MLA) Past President Mark Funk:

Getting Beyond the Blocks

The advice is intended for leaders of professional organizations, but much of it applies to individuals as well.

Some additional suggestions:

- Don't stereotype.

- Not all librarians are sour-faced women with buns and glasses who enjoy shushing people all day. Similarly, not all IT professionals are clones of Nick Burns: Computer Guy. Don't automatically assume conversations with them will be difficult or intimidating.
- Be clear about what you want and how it supports what you do.
- If you don't know what you want to do, sign up for a Web 2.0 Distance Learning class and request temporary access to the tools covered in the class. Geeks Bearing Gifts Online will be offered in the PNR again later this year. MLA is offering some free Short Courses on Web 2.0 as well. Here is a list of MLA Sections, SIGS, and Chapters using Web 2.0 for communication.

I've avoided blogging about this topic because there are no easy answers! You hospital librarians out there? You are the experts. Please share your tips for negotiating with IT staff and working behind firewalls.

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Congratulations to Technology Improvement Awardees

JAN 26, 2009 08:23P.M.

Congratulations to Kootenai Medical Center, Northern Rockies Rural Health Clinic, and Bastyr University. These three network member organizations were recently awarded funding for technology improvement projects. Read on to learn more about their exciting plans.

Mobile Clinical Library Program / Satellite Librarian Program

Kootenai Medical Center
Coeur d'Alene, ID

The Satellite Librarian Program will address the information needs of the medical staff at Kootenai Medical Center by providing research, reference and instructional services in the physicians' lounge area via a mobile technology unit with a laptop computer, printer, projector and cart.

The Mobile Clinical Librarian Program will be a partnership with KMC's Intensivist and Hospitalist teams. Librarians will use the mobile technology unit to answer questions at the point of care while participating in rounds with the physicians.

Up To Speed/Implementing Equipment for a Rural Health Clinic in Montana to Enable Seamless Patient Information Transfer

Northern Rockies Rural Health Clinic
Cut Bank, MT

This award will allow clinical staff at the Northern Rockies Rural Health Clinic (NRRHC) timely access to accurate health information regarding

patient care and will equip NRRHC for full participation in the Health Information Exchange of Montana. Computers will be placed at the nursing stations and the physician offices within the NRRHC clinic. The project will enable the healthcare providers to access, review, and document patient information efficiently. A scanner will be used to convert paper-based medical records into an electronic record format.

Mobile Library Outreach System

Bastyr University
Kenmore, WA

This award will enable the Bastyr library professional staff to provide information outreach to practitioners and health consumers at the Bastyr Center for Natural Health and at numerous other community centers and clinics. This outreach will require a mobile workstation which is to include a portable LCD projector, laptop computer, wireless mouse, laser pointer, portable projection screen, and portable table.

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Internet Cool Tools for Physicians: A Book Review

JAN 20, 2009 10:18P.M.

Internet Cool Tools for Physicians

by Melissa L. Rethlefsen, David L. Rothman, and Daniel S. Mojon
Springer, 2009

Given how rapidly things change on the Web, writing a book about Internet tools seems like a risky endeavor. Will the content still be relevant once the book makes it to press? Rethlefsen, Rothman, and Mojon took on this challenge and produced the very relevant *Internet Cool Tools for Physicians*, a manual for physicians and others who want to understand how to use the Internet to discover, manage, and organize information.

The book covers topics such as blogs, wikis, RSS, personal health records, social bookmarking, social networking, and collaboration tools. It includes search strategies for PubMed, third-party PubMed tools, and Google. Perhaps not accidentally, the book is structured like a point-of-care resource. Each chapter is preceded by a bulleted list of Core Messages. The chapters themselves are very brief and divided into easily scannable subsections.

If you consider yourself to be already knowledgeable about Cool Tools, read the book anyway. You are bound to discover at least a few sites that are new to you. Ever heard of Twiddla? What about Ozmosis? Many librarians struggle to find ways to talk with people about Web 2.0 tools and how to integrate them into a daily information management routine.

This book provides good examples of talking points that resonate with physicians.

The chapter on PubMed offers solid, detailed advice for clinicians who are searching the biomedical journal literature themselves. As luck would have it, though, PubMed's interface is about to change rather dramatically, and once it does, many of the screenshots and instructions in this chapter will be out of date. Use this situation as an opportunity to promote your skills as an information professional. If you add the book to your library's collection, insert a note in the PubMed chapter about upcoming changes, and encourage readers to contact the library staff for help. To make sure *you* are up to speed on the changes, tune in to the RML Rendezvous on March 25 for a PubMed Update from Linda Milgrom.

To summarize: *Internet Cool Tools for Physicians* is a succinct but comprehensive resource about online searching, information management, and social media for healthcare providers. Given the topic, this first edition should have a reasonably long shelf life (please pardon the pun) because the authors made wise choices when deciding which tools to highlight. Librarians should consider using *Cool Tools* as a conversation-starter when talking with clinicians about the emerging Web.

Internet Cool Tools for Physicians retails for about \$30.00 and is available from your book vendor of choice. A copy is also available in the NN/LM PNR Lending Library. To borrow it, please send email to: nnlm@u.washington.edu. To view the entire collection, see the NN/LM PNR Lending Library.

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Geeks Bearing Gifts Distance Learning Opportunity - FREE

JAN 16, 2009 10:39P.M.

Geeks Bearing Gifts: Unwrapping New Technology Trends
Free Online Learning Opportunity
February 2 to March 20, 2009

The Pacific Northwest RML is now accepting registrants for the online version of "Geeks Bearing Gifts: Unwrapping New Technology Trends." We are offering this course free of charge as a benefit to our Network members.

UPDATE 1/23/09: The February-March class is now full. Contact Alison to have your name added to a waiting list for the next time this course is offered.

Geeks Bearing Gifts provides an introduction to today's hottest technology trends with an emphasis on social media and collaboration. Participants will gain hands-on experience with RSS, blogs and wikis, social bookmarking and more.

By the end of this course, participants will be able to:

- Identify technology trends and understand how these trends will affect or can be integrated into traditional library services.
- Understand the precepts of the social web (i.e. Web 2.0, Library 2.0).
- Recognize, evaluate, select, and use web-based tools for dissemination of information and online collaboration.

This seven week long distance learning opportunity includes a course website you may access at any time to complete readings, forum discussions and assignments at your own pace. Additionally, there will be three real-time teleconferences held via Adobe Connect.

The introductory session will be held on Tuesday, February 3 from 1-2 PM PT. This session will introduce Moodle, the platform upon which the class is hosted. The mid-session teleconference will be held on Tuesday February 24 from 1-2 PM PT. The class wrap-up teleconference (required) will be scheduled during the week of March 16. Participants will have until March 31 to complete their assignments.

Upon completion of this class, participants will be eligible for 8 hours of MLA CE credit. If you have previously completed the in-person version of Geeks Bearing Gifts for 4 CE credits, you may take the online version for an additional 4 credits.

The course is limited to 20 participants with priority given to staff at PNR Network member institutions.

Please contact Alison Aldrich, aldrich3@u.washington.edu or 206-221-3489, with any questions.

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Go Local Montana - Up and Running in the Pacific Northwest!

JAN 15, 2009 10:53P.M.

NN/LM Pacific Northwest Region is pleased to announce that Go Local Montana is now live! This is the first live Go Local project in our region and we couldn't be more pleased. Montana Go Local is a project of the Voices of Hope with partners 2-1-1/First Call for Help District XI Human

Resources Council, 2-1-1/First Call for Help United Way, Montana State Library, and The Help Center. The site is possible thanks to the dedication and hard work of Jackie Fitzgerald. Voices of Hope would like to send a special thanks to Susie McIntyre for initiating the project. More promotion of the site will follow in the coming months, but you can take a peek at: <http://medlineplus.gov/montana>. Congratulations to the entire Go Local Montana team!

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Look Who's Tweeting

JAN 14, 2009 07:24P.M.

You've heard of blogging, but have you heard of microblogging? Twitter, the most popular microblogging platform, is a place on the web where people give updates on their lives by answering the question "What are you doing?" in 140 characters or less. The character limit makes it "micro." Is this a practical way to share information? Is it a colossal waste of time? You'll be the judge of that! Here are a few reasons to give Twitter a chance, along with some basic instructions for getting started.

- **Community.** Even if you are the only person for miles around who does what you do, Twitter can make you feel like you have an office full of colleagues. Suddenly you'll have a whole community of people who understand why you get so excited about new MeSH headings! By keeping tabs on how other librarians spend their everyday lives, I find colleagues who are working on similar projects and wrestling with similar ideas. Of course, not all "tweets" are serious and work-related. Twitter also helps me get to know my colleagues as people. Knowing something about a Twitter contact's hobbies or sense of humor helps to break the ice when I meet that person face-to-face.
- **Quicker than blogging.** A good, thoughtful blog post takes a long time to compose. With Twitter, you can share a quick thought without feeling pressured to add a lengthy commentary. Twitter rules mandate that you cut to the chase! With a 140-character limit, you will quickly learn how to be concise.
- **Other creative uses.** Twitter users are really inventive! Libraries use Twitter as a newsletter, as a collaboration tool, and even to support reference service. Qwitter and TweetWhatYouEat help to promote healthy lifestyles. Twitter has even been used successfully to raise funds for good causes.

Here's how to get started:

1. Go to twitter.com and sign up for a free account.
2. Post your first update! This was mine:

3. Find some people or groups to follow. Start by following the medlibs, the GroupTweet for Medical Libraryfolk. This group is 126 members strong and moderated by eagledawg, a familiar face around here.

Follow the National Institutes of Health on Twitter to receive updates about health research and/or funding information.

You can also find people to follow on Twitter by searching for their names or linking your Twitter account to your e-mail contacts list. If you want to know who's tweeting about, say, healthcare, Twitter Search will give you a nice sampling.

4. Choose how you would like to send and receive tweets. I use the Firefox extension Twitterfox so I can see tweets in my browser without having to leave a tab open for twitter.com. Twirl and friendfeed are two other options for managing tweets.

5. Season to taste. There is no reason to let keeping up with Twitter updates become a burden to you. It may take some time before you find the right mix of feeds to follow. Jessamyn at librarian.net recently shared some guidelines for striking the right balance.

The Lingo:

Tweet - a tweet is a post or a message on Twitter.

@ - Typing the '@' symbol in a tweet before someone's Twitter username indicates that you are responding to something that person tweeted earlier. Your tweet will be still be public. Here is an example:

D for Direct Message - Typing 'D' in a tweet before someone's Twitter username sends a private message to that person. The Twitter group medlibs works with direct messages. Once you become a follower of medlibs, medlibs will follow you back. To tweet something to the entire medlibs group, send a direct message. For example:

RT or Retweet - Add 'RT' to your tweet as a courtesy when you are re-posting someone else's tweet. For example:

Tinyurl - Long, messy URLs can eat up your 140 character limit very quickly. Use a service such as [tinyurl](http://tinyurl.com) or [shrinkify](http://shrinkify.com) to reduce the length of those URLs before posting them in your tweets.

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If you've been skeptical of Twitter, I hope this post convinces you to give

it a try. Leave a comment to let us know what you think.

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Additional Resources:

Twitter in Plain English - a must-see!

Twittering the Plenary of the Medical Library Association Meeting

A Doctor's Opinion: Why I Started Microblogging on Twitter

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Rendezvous Roundup: Community Assessment CE and Upcoming Spring Schedule

JAN 07, 2009 09:16P.M.

Next Wednesday, January 14th, 2009 at 1 pm Pacific time, is the beginning of our Community Assessment Rendezvous class series for 4 units of Medical Library Association continuing education credit for registered participants. For more details about the Community Assessment class, including an updated agenda, please visit <http://nnlm.gov/pnr/training/CommunityAssessment.html> and register at <http://tinyurl.com/RendezvousReg>. Space is limited to 25 students and filling fast!

Save the dates for these upcoming RML Rendezvous sessions, with more details and reminders announced closer to the dates:

February 18, 2009 at 1 PM Pacific time - Emergency Services Continuity with Dan Wilson, Coordinator for the National Network/Libraries of Medicine (NN/LM) National Emergency Preparedness & Response plan.

March 25, 2009 at 1 PM Pacific time - PubMed Update with Linda Milgrom, NN/LM Pacific Northwest Region (PNR) Outreach Coordinator

April 15, 2009 at noon Pacific time - Scholarly Communication with Alison Aldrich, NN/LM PNR Technology Outreach Coordinator

May 2009 - on break for the Medical Library Association conference.

We look forward to having you join us!

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Technology of the Future

JAN 06, 2009 09:16P.M.

Happy New Year! January is a great time to break out the crystal ball and see what new technologies will change the way we live and work. The following post was written by Max Anderson, Technology Coordinator for the NN/LM Greater Midwest Region. It originally appeared on the Cornflower blog.

Technology typically changes exponentially. I remember when I worked for the Bill & Melinda Gates Foundation and the Help Desk Staff telling me that RAM doubles in size every 18 months. At first I didn't really know what RAM was, so I just said "wow!" Now I do know what RAM is and does, but my brain overfloweth with the number of emerging technologies in the news.

Just 5 or so years ago, I did not know what podcasting was, and definitely had never heard of the iPod. Before 2001 I had never heard of blogging. Not having to use a downloaded client program like Microsoft Word to edit a document seemed like a fantasy in 2000.

I thought I would share with you just a small number of some exciting things happening in the world of technology - and how they may have an impact on how you work.

Memristers

A fourth fundamental circuit element in electrical engineering? What are the other three!? (they are resistors, inductors and capacitors for those who are counting). According to an article on Physorg.com, "This scientific advancement could make it possible to develop computer systems that have memories that do not forget, do not need to be booted up, consume far less power and associate information in a manner similar to that of the human brain." The potential is that it could replace RAM as we know it today, as well as hard drives as we know them today. In theory they *should* be cheaper and more efficient. Time frame: within 8 years

32-Core CPU

Most of us who work on computers have no idea how many "cores" our computer is running. You may have heard the term "dual core" to describe newer computers coming out, and even 8-core computing (an example is the Mac Pro.) What the core refers to is the processor inside a computer. Dual combines 2 via an integrated circuit, 4 does the same, and so on. What does having a 32-core desktop mean to you? For one, the number of programs you can run simultaneously. Another example, creating and editing high-end video podcasts.

Time frame: within 6 years

USB 3.0

How many of you have used flash memory? Those little memory sticks we give out during classes or exhibits!? These devices use USB connectivity. Many devices for the computer today can only be hooked up via a USB cable. Examples: mice, keyboards, digital cameras, iPhones. USB 2.0 is the current standard which means that it can run at speeds approaching 480 MB per second. USB 3.0 promises output at 4.8 GB per second (roughly the equivalent of a movie on DVD each second). This means faster charge times for your external devices and of course faster download of your photos and/or videos from digital cameras.

Time frame: anytime now

Wireless Recharging

Can you imagine a world where you don't cringe every time you have to look under your computer desk? The mass of wires can be very overwhelming. Some of our daily devices are semi-wireless. Electric shavers can be wireless, but they have to get juice from somewhere - and the charging base is what has to be plugged into the wall. What if you could get power to a device without the use of any wires at all? This idea obviously has huge potential in the library world, where we typically have a number of computers and other electrical devices (scanners, printers, etc.) There will be undoubtedly huge obstacles to get this rolling but we'll keep an eye on it.

Time frame: within 10 years

What predictions have you heard about in regard to emerging technologies? What seemed fanciful a few years ago and now is a reality?

address, location, or other criteria. You can also use the Send Contacts feature to acquire and share contacts. Part of the "fun factor" is that you can personalize your profile and add a photo, or an avatar, or other image that you choose.



Once you have established a list of contacts, you can start taking advantage of the various features and tools in Skype. The feature I use most is the Instant Messaging/Chat. It is a great alternative to email when you just want to ask quick questions as opposed to trying to use email to have a "back and forth" online discussion. You can also have group chats, if you want to include others in the conversation. You can even send and receive documents using Skype. These are both great ways to avoid bogging down email inboxes!

The other element of Skype you may have heard about is the Voice Over IP (VOIP) feature that allows you to "call" someone using your computer. Again, this feature is free if you are contacting another Skype user. My friends who need to make a lot of international phone calls absolutely love having this capability. Recently I spoke to an international student who told me he uses Skype almost nightly to communicate with his family back home. Talk about cutting down on a major phone bill!

Don't let me lead you to believe that everything in Skype is free – some of their services come with fees attached, but it is unlikely you would use one without knowing it. Refer to their web site for more information about other features and tools.

Skype was founded in 2003 by Niklas Zennström and Janus Friis. It is available in 28 languages and is "used in almost every country around the world." It is based in **Luxembourg**.

Technology Tuesday will be on hiatus until January 6, 2009. Happy

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Technology Tuesday - Skype: What's the Hype?

DEC 16, 2008 10:03P.M.

by Gail Kouame - guest blogger

Some of you may remember Alison's **Thanksgiving** post about technologies for which we are thankful. I chose **Skype** as my gratitude-inducing resource. Why? Well, read on...

Skype is a free piece of software you can download so that you can communicate with people around the world easily (and maybe even have some fun at the same time). Many of the features in Skype are free, especially those that include other Skype users.

Once you set up a profile in Skype, you can start searching their global user directory for other Skype users – you can search by name, email

Holidays all you technology fans! 
